GR:D
BIKE SHARE

December 1 - December 31 2018 Report Tempe

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System Snapshot

Table 1

Stations/Bikes	Full System	Tempe Only
Active Regular Stations	114	32
Active Virtual Stations	8	4
Active Bikes (averaged over the month)	794	N/A
Trips		
Total Trips	5,442	1,763
Trips Per Day (average)	176	57
Utilization Rate (trips per bike per day)	.22	.20
Active Members		
Total Membership	28,829	N/A
Monthly/Yearly Plans	795	N/A
Pay-As-You-Go & 7 Day Plan	28,034	N/A
Revenue		
Total Revenue	$19,873.59	$2,031.72
Maintenance/Customer Service Activity		
Total CS Cases Created	129	N/A

Due to current limitations in the Social Bicycles data tracking software, not all GRID system data can be split by city. Trip data for each city can be extrapolated by using data from trips started inside a specific system area (in this case the Tempe system area). Unfortunately membership and customer service data as well as some trip data are not linked to the location of a user's first sign-up or home system area at this time and therefore this city-specific data shows as N/A in this report.

Membership

New/Total Active Members (Full System)

Table 2

Membership Type	New Sign Ups	Total Active Members
Student	9	285
Monthly	19	223
Annual	0	141
Other	4	146
Pay As You Go	505	27,945
7 Day Pass	102	89
TOTAL	**639**	**28,829**

Trips

Cumulative Trips Per Day of the Week
December 2018 (Tempe Only)

Table 3

M	T	W	Th	F	Sa	Su
261	280	268	197	178	305	274

Trip Initiation Method (Tempe Only)

Table 4

Mobile	205
Keypad (manually entered)	1,533
Keypad RFID Card	13
Website	12

Table 5

	Dec (Full Sys)	YTD	Tempe Only	YTD
Total Trips Taken	5,422	109,430	1,763	47,321
Total Miles Ridden	7,962	173,951	2,834	83,840
Avg Trip Distance	1.6	2.0	1.6	1.8
Avg Trip Time	20:13	23:36	19:49	20:10
Avg Weekday Trips	171	288	56	136
Avg Weekend Day Trips	185	300	58	125
Holds	295	5,189	N/A	N/A
Ended out of Hub	2,406	46,148	1,162	27,449
Ended out of System Area	32	405	12	190

Determining the start area of a trip with a Hold is currently not possible due to limitations in the Social Bicycles tracking software. Therefore, the count of holds is only displayed as a part of the "full system".

Trip Stats by Member Type (Full System)
Table 6

Member Type	Dec Trips	%	Trips YTD	% YTD
Pay-as-you-go	1,837	34%	38,001	35%
7 Day Pass	798	15%	13,007	12%
Annual	337	6%	5,604	5%
Monthly	1,779	33%	40,578	37%
Student	269	5%	5,134	5%
Other	422	8%	7,106	6%
TOTAL	**5,442**		**109,430**	

Trip Stats by Member Type (Tempe Only)
Table 7

Member Type	Dec Trips	%	Trips YTD	% YTD
Pay-as-you-go	373	21%	13,982	31%
7 Day Pass	97	6%	2,551	5%
Annual	27	2%	440	1%
Monthly	187	11%	4,781	10%
Student	1,064	60%	25,116	53%
Other	15	1%	451	1%
TOTAL	**1,763**		**47,321**	

Saturday, December 8th was the highest day for regional ridership with a total of 305 trips taken. For trips originating in the Tempe service area, Saturday, December 8th was also the top day for ridership with 231 trips taken.

Station Performance

Regional Station Performance

Table 8

Top 10 Origin/Destination Stations	Total In/Out	Bottom 10 Origin/Destination Stations	Total In/Out
P106: 1st St / Washington St (Sponsored by SRP)	349	T23 Escalante Center	2
P125 Pierce St / 1st Street	244	M125 Main St. and Hibbert	1
P129 5th St / Roosevelt St	231	ASU Hayden Library - Cady Mall (Virtual Hub)	0
P109 Adams St / 1st Ave	223	ASU Orange St - S McAllister Mall (Virtual Hub)	0
P123 5th Ave / Fillmore St	201	M105 Robson / 1st St (i.d.e.a. Museum)	0
P120 Central Ave / Taylor St	167	M109 Main St / Horne	0
P124 3rd St / Taylor St (Sponsored by APS)	166	M121 2nd Ave. and Center	0
P128 McKinley St / 2nd St.	163	M123 1st Place and Date St.	0
P127 Central Ave / Roosevelt St	156	P107 17th Ave. and Jefferson St.	0
P114 Adams St / 2nd Ave (City Hall)	143	P159 Sherman St / 3rd Ave.	0

Tempe Station Performance

Trips started and ended at each station in the Tempe service area

Table 9

Station Name	Racks	In	Out	Total	Low [%]	Full [%]
T20 Tempe Center for the Arts	10	60	78	138	1.61	0
T14 College Ave / University Dr	15	48	66	114	0	0
T02 3rd St / Mill Ave	9	48	49	97	1.45	0
T16 Apache Blvd / Rural Rd	15	14	79	93	0	0
T13 College Ave / Apache Blvd	15	36	55	91	0	0
T17 Tempe Beach Park	25	49	41	90	0	0
T25 University Dr. / ASU Student Housing	23	23	61	84	0	0
T27 McAllister Ave / Apache Blvd	25	15	67	82	0	0
T03 Rural Rd / Terrace Rd	11	23	55	78	0	0
T11 University Dr / Mill Ave	20	31	47	78	0	7.68
T28 Rio Salado Pkwy / Mill Ave	10	28	49	77	0	1.5
T21 Forest Ave/ Lemon St. (Best Hall)	20	23	47	70	0	0
T01 5th St / Forest Ave	20	22	45	67	0	0
T18 Neil Giuliano Park	15	32	34	66	0	0
T29 Tempe Town Lake Marina	9	27	35	62	0.03	0
T05 McClintock Dr / Apache Blvd	15	22	32	54	0	0
T04 Apache Blvd / Dorsey Ln	10	11	38	49	0	1.08
T24 Westside Center	10	14	27	41	0	0.21
T26 ASU Memorial Union	25	9	32	41	0	0
T10 Washington St / Priest Dr	10	13	20	33	0	0
T31 6th St / Mill Ave	15	14	19	33	0	0
ASU Goldwater Ctr. for Science - Tyler Mall (Virtual Hub)	N/A	26	6	32	89.49	0
T06 McClintock Dr / Rio Salado Pkwy	10	12	14	26	0	8.28
T15 8th St / Dorsey Ln	10	6	19	25	0	0
T30 Evelyn Hallman Park	8	12	13	25	0	0

T12 Rural Rd / Southern Ave	10	3	16	19	0	0
T22 Baseline Rd / Priest Dr	10	5	12	17	0	0
T07 Smith-Martin / Apache Blvd	10	3	11	14	0	0
T19 Kiwanis Park*	10	5	6	11	0	0
ASU Coor Hall - S Forest Mall (Virtual Hub)	N/A	4	4	8	93.84	0
T08 Apache Blvd / Price Rd	10	2	3	5	0	0
T09 Washington St / Center Pkwy	9	2	3	5	0	0
T32 North Tempe Multigen Center	10	3	2	5	0	0
T23 Escalante Center	10	0	2	2	0	0
ASU Hayden Library - Cady Mall (Virtual Hub)	N/A	0	0	0	100	0
ASU Orange St - S McAllister Mall (Virtual Hub)	N/A	0	0	0	100	0

Out of Station Lock-Ups in Tempe
Of the 1,763 trips started in the Tempe system area in December, 1,162 were ended outside of a station. Some of the top out-of-station lock up areas were scattered across the ASU campus, Tempe Marketplace Shopping Center, Tempe Beach Park, Marina Heights, Farmer Arts District, and the Safeway Market complex located at South Rural Rd. and East Broadway Rd.

*On 12/14 the hub at Kiwanis park was reinstalled.

Environmental Impact

Table 10

	Full System	YTD	Tempe Only	YTD
Calories Burned	318,484	187,548	113,367	3,629,687
Carbon Offset	7,006.6 lbs	4,126 lbs	2,494 lbs	79,853.1 lbs

*Calorie calculation is based on a Wisconsin State Health Department study that assumes cyclists burn an average of 40 calories per mile.
*Carbon offset calculation is based on an EPA source that states automobiles emit an average of .88 lbs of CO_2 per mile and an assumption that the trip was taken in lieu of driving a car the same distance.

Maintenance & Rebalancing Operations

System-Wide Operations Data

Table 11

	System Wide	Tempe
Average number of bikes in service each day	794	N/A
Bikes inspected in field	1,879	902
Bicycles repaired	105	27
Average bike repair time	30 min	30 min
Bikes lost or stolen	3*	0
Graffiti Cleaned	4	0

*Three bikes were stolen in City of Phoenix, all three were later recovered using GPS tracking.

Reported Repairs/Issues (Full System)

Table 12

	Type of Issue	December	YTD
1	Other	299	**3,434**
2	Seat	8	**100**
3	Shifting/Pedaling	8	**244**
4	Lock	15	**389**
5	Keypad	29	**450**
6	Brakes	4	**97**
7	Flat Tire	26	**501**
8	Lighting	9	**80**
9	Frame	2	**48**

Compared to the previous month there was a 2.71% increase in repairs/issues reported by users via the bikes on-board keypad. In December, 7.35% of all trips resulted in a user submitted repair request.

Customer Service Reporting

The top customer service contact category for the GRID system in December was Member Inquiries.

Table 13

Reason For Contact	December Created Cases (Full System)	YTD
Member Inquiries	37	463
Billing	21	232
Account Management	14	243
Bike Issue	11	201
Charges	9	262
General Education	13	176
Operations	15	371
Sign Up	6	92
Hub Request	2	40
Partnerships	0	40
New Program Request	1	9
Total CS Cases Created	**129**	**2,129**

Customer Service Responsiveness (Full System)

Table 14

Time of call/email request	
Avg time to answer	71 seconds
Avg duration of call	5 min

Agreed Service Levels for Operations within the Tempe System Area
Table 15

	Performance Metric
System operations fully operational (%)	100%
All stations fully operational (%)	100%
Bicycles fully operational (%)	100%
Website fully operational (%)	100%
Backend servers fully operational (%)	100%
Avg response time this month (technical issues, breakdown)	30 minutes

Financial Summary

In December, the average revenue for the full system was $14 per bike and $2 per trip.
Table 16

Revenue Category	Full System	% of Total	Tempe Only
Membership Fees	$5,108.00	26%	N/A
Ride Fees	$7,202.59	36%	$2,119.72
Out of Hub Fees	$0.00	0%	$0.00
Out of System Area Fees	$40.00	0%	$20.00
Rider Bonuses Given	-$977.00	-5%	-$108.00
Ad Revenue	$8,500	43%	
TOTAL	**$19,873.59**		**$2,031.72**

*Data has not been audited and is only to be used as an approximation of Gross Revenue

Marketing Summary

Social Media

Table 17

Social Media Outlet	Impressions
Facebook	1,623
Twitter	9.1K
Instagram	2,209

Events

Table 18

Event Name	City	Date
Happy Hour at the Hub - Mesa Riverview Park	Mesa	12/01
Happy Hour at the Hub - P109 1st Ave /Adams St	Phoenix	12/04
Happy Hour at the Hub - Tempe Beach Park	Tempe	12/11
CycloMesa Winterfest	Mesa	12/15

Weather Table 19 (Source: www.wunderground.com)

Dec	Full Sys.	high	low	avg	Precip. sum
1	276	65	48	57	0
2	186	62	49	56	0
3	259	63	42	53	0
4	260	65	43	54	0
5	272	73	44	59	0
6	169	59	54	57	0.03
7	247	70	52	61	0.02
8	305	68	49	59	0
9	232	70	46	58	0
10	167	71	48	60	0
11	176	72	53	63	0
12	176	68	46	57	0
13	186	69	43	56	0
14	168	66	42	54	0
15	171	70	50	60	0
16	118	68	46	57	0
17	178	71	46	59	0
18	162	70	46	58	0
19	167	69	44	57	0
20	180	75	43	59	0
21	154	69	49	59	0
22	147	72	45	59	0
23	129	73	45	59	0
24	140	72	46	59	0
25	119	66	46	56	0
26	131	62	45	54	0
27	132	61	42	52	0
28	103	56	38	47	0
29	176	57	34	46	0
30	105	57	35	46	0
31	51	52	36	44	0.14